ABSTRACT

A voice portal supporting telephone to web server commerce is described. The voice portal allows users to access web servers using a hypertext transfer protocol (HTTP), optionally including the use of a secure sockets layer (SSL) protocol, to complete commercial transactions. Additionally, embodiments of the invention can employ a one word commerce model that abstracts the particular model used by various electronic commerce vendors' web sites. The one word commerce model permits a user to identify a product and signal her/his purchase intentions with a single word, phrase, or touch-tone command. The voice portal can then complete the transaction supplying the electronic commerce vendor necessary information about the purchaser, e.g. her/his address, telephone number, electronic mail address, credit card information, etc. As needed, the voice portal can prompt the purchaser for information. Because the voice portal can maintain a record of this information independent from a particular vendor, the collected information can be automatically be re-used when making purchases from other vendors. Further, embodiments of the invention can provide a record of commerce transactions in the form of voice receipts. The voice receipts can include vendor specific status information. Selective password protection of the commerce features are afforded by some embodiments of the invention to reduce the likelihood of unauthorized transactions. Additionally, embodiments of the invention may employ a range of personalization techniques to assist purchasers in selecting items as well as in the presentation of suggested items.